

**RAOUL EXPANDS TO THE MIDDLE EAST**

**Singapore, 8 February 2006** - F J Benjamin Holdings Ltd is pleased to announce that its wholly-owned subsidiary, F J Benjamin (Singapore) Pte Ltd, has entered into a franchise arrangement with a third party retailer for further expansion of RAOUL in the Middle East. This marks RAOUL's first franchise arrangement with a third party retailer.

Apparel LLC, a well-established retailer representing various international brands in the Middle East, will, by 2009, launch and operate nine RAOUL Men stores in Dubai, Bahrain, Kuwait and Qatar. The Agreement will be for an initial term of five years with rights to renew thereafter. Apparel LLC has also been given the right of first refusal to open RAOUL Ladies stores in these territories.

F J Benjamin is confident that RAOUL's growth in the Middle East will mirror the exceptional growth the brand has achieved in South East Asia. Mr. Douglas Benjamin, CEO of F J Benjamin (Singapore) Pte Ltd, said: "We are delighted to have Apparel LLC as our partners. Apparel LLC is a fine company with an extensive network of stores and a proven track record. We are confident that Apparel LLC will do an outstanding job in introducing and building RAOUL in these territories."

According to Mr. Nilesh Ved, Founder and Managing Director of Apparel UAE, "Having earmarked the launch of our first RAOUL store in Dubai in the prestigious *Mall of Emirates* shopping mall, RAOUL is fast becoming popular among Dubai consumers who are looking for a shirt with a high quality fabric, luxury finish, and the right fit at reasonable price. Apparel will strongly expand the RAOUL network through its forthcoming chain of stores at the *Dubai Festival City*, the *Dubai Mall* and the *Mall of Arabia*, among others." Apparel LLC has recently opened two RAOUL men stores at the *Mall of the Emirates*, Dubai and at *Seef Mall*, Bahrain. Please see attached photographs of both stores.

**About RAOUL ([Raoul.com](http://Raoul.com))** – RAOUL is a house-brand of F J Benjamin. The RAOUL men's label was developed and launched in Singapore in 2002, and RAOUL ladies in 2005. There are now over 20 RAOUL men and ladies stores in Singapore, Malaysia, Indonesia, Dubai and Bahrain. Through subsidiaries and franchisees, 10 stores are currently targeted to open in 2006 in existing markets and in new-markets such as Thailand, Vietnam, Kuwait, Qatar and others.

**About F J Benjamin Holdings Ltd ([FJBenjamin.com](http://FJBenjamin.com))** – Singapore mainboard-listed F J Benjamin Holdings Ltd is an industry leader in building retail and distribution networks for international fashion and lifestyle brands in Asia. Its portfolio of brands include BANANA REPUBLIC, GAP, GUESS?, LA SENZA, MANCHESTER UNITED, RAOUL and VALENTINO and timepiece brands such as GIRARD-PERREGAUX, JEAN RICHARD, MARC ECKO, NIKE and VICTORINOX SWISS ARMY.

**About Apparel LLC ([Appareluae.com](http://Appareluae.com))** - The Apparel Group is engaged in retail trading of various international brands such as RAOUL, NINE WEST, KENNETH COLE, MANGO, PROMOD, LA SENZA, TOMMY HILFIGER, BROWN SHOE GROUP, THE ATHLETE'S FOOT, BALLY, STRANDBAGS, JEANSWEST, BOSSINI, JENNYFER, ALAIN MANOUKIAN, GOCCO KIDS. The Group operates retail stores in prominent shopping malls in the Gulf Region, India and Poland.



**RAOUL**  
*Mall of the Emirates*



**RAOUL**  
*Seef Mall*





**RAOUL**  
*Seef Mall*